

Health Exchange Advisory Board

Minutes

11/29/11

Attendees – Lt. Gov. Bell, Mark Bennett, Richard Broadbent, Patty Conner, Gordon Crabtree, Spencer Eccles, Dave Fletcher, Pam Gold, Greg Matis, David Patton, Greg Poulsen, Norman Thurston

1. Status Update – Patty Conner

a. Renewal and Enrollment

Enrollment is over 5,000

Employer contributions are at market average

It's helping employees choose good coverage

Around 20% have not offered coverage previously

Need to educate and encourage HSA participation

Only 1 employer left without a broker

46 up for renewal, 43 are enrolling now, 1 not eligible; Rate are comparable enough to stay

Much better process than last year

150 brokers are bringing in business on a regular basis

Approximately 500 brokers have completed certification

How to help employers find committed brokers?

Quantity rating & experience (board members are generally supportive)

Meet with best brokers to identify how to reach out

Two parts – 1) Good Education tool (such as UEN), 2) Motivation

b. IT Blueprint

Presenting options upon request

Consumer information portal

Premium Aggregation

Hooking up to the ACA required components

2. Marketing and Promotion for 2012

Focus on uncovered groups

Article in broker newsletter

Trade groups, chambers & their newsletters

Direct contact – online survey & response

Leverage sales force

3. How to Empower Consumers

What do we tell people that would make a difference?

1. Judy Hibbert – research results

2. Link to other existing efforts, like Utah Healthscape

3. Plan structures that support consumer engagements – HSA, wellness, incentives;
need to work with carriers

“Should I have this done?” – Price and result information – sit down with health advisor
(physician, etc.)

4. Option and News under the ACA

Funding opportunities & summary

Newly offered state flexibility

5. Professional Marketing Needs

Pull together a group to develop a plan